



GARISSA UNIVERSITY COLLEGE

(A Constituent College of Moi University)

**UNIVERSITY EXAMINATION 2016/2017 ACADEMIC YEAR ONE
SECOND SEMESTER EXAMINATION**

SUPPLEMENTARY/SPECIAL EXAMINATION

SCHOOL OF BUSINESS AND ECONOMICS

FOR THE DIPLOMA BUSINESS MANAGEMENT

COURSE CODE: DBM 015

COURSE TITLE: ENTREPRENEURSHIP EDUCATION

EXAMINATION DURATION: 3 HOURS

DATE: 26/09/17

TIME: 02.00-05.00 PM

INSTRUCTION TO CANDIDATES

- **The examination has SIX (6) questions**
- **Question ONE (1) is COMPULSORY**
- **Choose any other THREE (3) questions from the remaining FIVE (5) questions**
- **Use sketch diagrams to illustrate your answer whenever necessary**
- **Do not carry mobile phones or any other written materials in examination room**
- **Do not write on this paper**

This paper consists of TWO (2) printed pages

Supplementary / special exam_

1

please turn over

Good Luck – Exams Office



QUESTION ONE (COMPULSORY)

Define the following terms:

- i. Entrepreneur [5 marks]
- ii. Innovation [5 marks]
- iii. Money management [5 marks]
- iv. Contemporary issues [5 marks]

QUESTION TWO

- (a) Explain the roles of the entrepreneur in achievement of Kenya's vision 2030 [10 marks]
- (b) Explain the importance of business plan to an entrepreneur. [10 marks]

QUESTION THREE

Discuss the current contemporary issues in entrepreneur [20 marks]

QUESTION FOUR

- (a) Explain five factors which have an influence on starting and operating a business in any environment within a country [10 marks]
- (b) Highlight the importance of business counseling [10 marks]

QUESTION FIVE

- (a) Explain how availability of resources affects entrepreneurship in the country. [10 marks]
- (b) Explain the main factors that affect grants in entrepreneurship [10 marks]

QUESTION SIX

- (a) Explain human resource factor that hinders smooth running of small family business [10 marks]
- (b) Nurturing your loyal customers is important; to an entrepreneur explain the strategies involved to build loyalties. [10 marks]

